A guide to getting the most from your Brother purchase

use GENUINE brother Consumables

Print Quality Guaranteed

At your side.

brother®

Thank you...

For best results,we recommend you only buy Brother genuine consumables.

Benefit from Brother Research and Development

All genuine Brother consumables are designed as part of an entire printing system, and tested to ensure optimum performance and component protection.

Our extensive experience in the research and development of toner and ink technologies allows us to achieve specifically tailored ink and toner compositions that adhere to the delicate specifications and operational design requirements of your Brother product.

“you wouldn’t put sunflower oil in your car would you?

...that’s why we recommend genuine Brother consumables.”

for choosing Brother.

Where do I buy genuine Brother consumables?

Genuine Brother consumables can be purchased from any authorised Brother reseller. If you would like information on your closest authorised Brother reseller, please contact your State's local Brother Sales Office (see the back of this Brochure for details).

What could happen if I use imitation consumables?

The use of non-genuine or the refilling of Brother consumables may at first seem like a cost-effective choice. The reality is, it could adversely impact the performance of your Brother product and potentially cause damage to your machine. This damage will not be covered by your Brother warranty.

Inkjet printing

Genuine Brother ink jet cartridges offer better print quality product protection and performance.

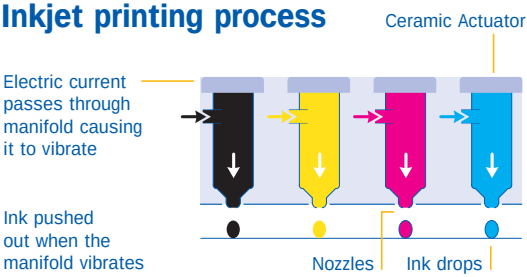
Genuine Brother ink is the result of extensive Research & Development of over 100 different elements. Combined, in the right quantity and variation, these elements ensure reliable operation and protection of your machine and it's long life print head. Benefits include:

Correct colour matching
Your Brother product uses a predetermined method of calculating the appropriate mixture of inks in order to create vibrant colours. This calculation in based upon Brothers' ink formula.

Even ink delivery and distribution
The viscosity of genuine Brother ink is designed to flow through critical points of the print head with ease and on demand.

Anti-smearing & anti-clogging qualities
To prevent pages from smearing during the printing process, genuine Brother ink penetrates and dries on the paper in optimum time with your Brother product. Delay between page prints is based on Brother ink drying time specification. To help prevent the print head from clogging, genuine Brother ink contains carefully selected dyes, penetrates, water and other materials that specifically meet the specifications of your Brother product, ensuring smooth and reliable operation of the print head.

Inkjet printing process


Ceramic Actuator
Electric current passes through manifold causing it to vibrate
Ink pushed out when the manifold vibrates
Nozzles
Ink drops

1. The Brother print head has four ink-jet elements servicing four colour inks. Each inkjet element consists of nozzles and channels covered with a piezoelectric ceramic actuator and filter.

2. Ink is sprayed through microscopic nozzles in the print head onto the paper using piezoelectric ceramic technology. A controlled electric charge to the piezoelectric ceramic produces a pumping action, forming and ejecting ink-droplets.

3. The print head assembly on the carriage, with connecting ink cartridges, moves back and forth across the paper to produce the desired image.

4. A stepper motor drives gears and rollers designed to advance the paper with precision each time the print head assembly is ready for another pass across the paper. The paper is then ejected once the printed image is complete.

CAUTION:

BROTHER DOES NOT RECOMMEND THE REFILLING OF EMPTY BROTHER INK CARTRIDGES DUE TO POSSIBLE RESULTING DAMAGE TO THE LONG LIFE PRINT HEAD.

New (full) Ink Cartridge

Used (empty) Ink Cartridge

Any air introduced into the ink chamber during refill could clog and damage the print head.

Refilled Ink Cartridge

Actuator damage

Ink droplet is either deformed or ink flow onto paper via the nozzle is prevented.

Nozzle damage

Nozzle obstruction by particles from the damaged actuator.

Laser printing

Genuine Brother laser toner cartridges work best with our system design

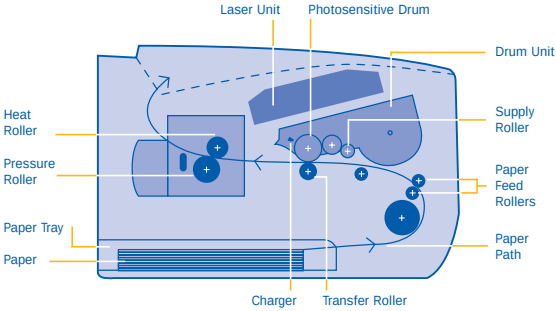
Each component of a Brother Laser product is designed to work with the other. Here are the benefits of using Brother laser toners over imitations:

Print Resolution and Image Quality
Toner particle size, shape and colour pigmentation all have a direct impact on the sharpness and graininess of the printed image. Genuine Brother toner is formulated to meet high-quality resolution, grey scale and solid fill images, in line with the product design specifications.

Gloss finish
Toner particles are combined with a polymeric binder that holds the toner pigment in place in the final image. The binder also provides gloss to images. Genuine Brother toner is delicately balanced to provide even flow and toner distribution onto the paper.

Bonding of toner to paper
Toner particles must be heated above their melting point in order for them to flow onto the paper, cool and become solid. Each Brother laser product is designed to reach a pre-set heating temperature based on the genuine Brother toner formula. The preset temperature may differ from model to model, due to the product design specifications.

Laser printing process



1. The drum surface is positively charged while the drum rotates.

2. A laser beam emits light onto the drum surface during rotation. The area exposed to the laser beam forms an electrostatic image to be printed.

3. Charged toner particles are attracted to the electrostatic image on the drum.

4. Paper passes the drum where a negative charge is applied to it causing the toner to be drawn away from the drum surface and deposit onto the paper surface.

5. The image transferred to the paper by static electricity is fixed by heat and pressure through the heat roller and pressure roller within the fuser assembly.

6. The printed document exits the printer.

Prevent the toner from clogging the drum unit

Genuine Brother toner is designed and developed with “anti-clogging” qualities. Clogging prevents the flow of toner onto the drum surface during printing which can cause damage to the drum unit.

Ensure optimal operation from your Brother product

The use of non-genuine Brother toner may damage mechanical and electrical components. Genuine Brother toner is manufactured to exacting specifications to ensure that the operation of your Brother Laser product is compatible with the original product design specifications

BROTHER DOES NOT RECOMMEND THE USE OF NON-GENUINE TONER IN BROTHER PRODUCTS AS IT COULD CAUSE DAMAGE TO THE MACHINE OR LONG LIFE DRUM.

Protecting...

Using non-genuine Brother consumables and non-authorised service centres could affect your warranty

The use of non-genuine consumables or an unauthorised service company can be a risk. Brother does not cover under warranty any damage or malfunction specifically caused by improper use or unauthorised service. We strongly recommend that you send your product for service and repair to a Brother Authorised Service Centre.

Using non-genuine Brother consumables could be an occupational health and safety risk

Material Safety Data Sheets (MSDS) describe the chemical and physical properties of a material and provides advice on safe handling and use of the material. The product manufacturer generally publishes these documents.

Therefore, Brother provides MSDS for genuine Brother consumables and not for non-genuine consumables.

your investment.

Brother passes environmental standards as well.

Brother was the first printer manufacturer to receive TCO'99 certification, which means we passed stringent testing criteria governing product safety and design, the workplace, and ecological and environmental management.

Our products are Energy Star compliant – so they use less electricity. Brother is also committed to using extra long-life drum and toner consumables and is working with Planet Ark to recycle spent ink and toner cartridges with the aim of achieving zero waste to landfill.

Shelly Craft – Planet Ark Support

Servicing...

Brother Authorised Service Centres and repairers know our products best

Brother Authorised Service Centres can perform both in and out of warranty service on Brother products.

The use of such centres provides the added confidence that any maintenance issue will be diagnosed and serviced by technical personnel who have access to Brother training resources, repair information and genuine Brother spare parts.

Only Brother Authorised Service Centres are authorised to perform warranty related repairs to Brother products during the warranty period. Benefits include:

- Approved locations for in, and out of warranty repair service to Brother products.
- Technical personnel have access to Brother technical training and information aiding their efficiency and effectiveness with fault diagnosis and quality of remedial service.
- Access to genuine Brother spare parts.
- Added confidence that the point of service is supported by the product manufacturer, Brother.

your investment.

Locating Authorised Brother Service Centres and Resellers of Genuine Brother Consumables

The established network of Brother Authorised Service Centres and Authorised Resellers is ever increasing within Australia. If you would like information on your closest authorised Brother reseller, please contact your State's local Brother Sales Office (see the back of this Brochure for details).

NSW / ACT
7 Khartoum Rd,
North Ryde NSW 2113
Tel: (02) 9887 4344
Fax: (02) 9870 7234

VIC
1/733 Whitehorse Rd,
Mont Albert VIC 3127
Tel: (03) 9899 4844
Fax: (03) 9899 4833

QLD / NT
245 Riverside Drive,
West End QLD 4101
Tel: (07) 3255 1211
Fax: (07) 3255 1911

SA / TAS
Unit 4, 13 King William Rd,
Unley SA 5061
Tel: (08) 8272 1300
Fax: (08) 8272 1199

WA
117 Great Eastern Highway,
Belmont WA 6104
Tel: (08) 9478 1955
Fax: (08) 9277 2177

www.brother.com.au

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